

PRESS RELEASE

Tokyo, Japan/ Jul 6, 2023, LIVE BOARD,INC.

Live Board

Connecting brands with home appliance consumers across Japan with targeted messaging and OOH venues for the summer season. Announcing the TOP 30 LIVE BOARD outdoor screens in Japan for attracting "Home Appliance Lovers"



Nagoya NAGY, Aichi, Japan

LIVE BOARD, INC. has announced their latest analysis of on-the-go audiences around LIVE BOARD outdoor screens, based on key marketing technologies including NTT DOCOMO's "docomo Sense (Audience Intelligence Engine)※1" and "docomo data square"※2. The warmer temperatures combined with rising electricity costs are encouraging consumers to consider switching appliances for the summer and with this shift in mindset, brands have an opportunity to capture audience attention at scale during this season. As part of this announcement, LIVE BOARD has released a ranking of the key locations within its nationwide network that attract home appliance lovers, including approximately 110 outdoor screens.

※1 Formerly known as the Audience Intelligence Engine. Audience Intelligence Engine is the technology that constitutes the NTT Group's corevo® AI. Corevo® is a registered trademark of NIPPON TELEGRAPH AND TELEPHONE CORPORATION.

※2 docomo data square is a registered trademark of NTT DOCOMO, INC.

◆Top 30 Outdoor Screen Ranking for "Home Appliance Lovers"

Data shows that Nagoya_NAGY, Osaka_ADVision, and Hiroshima_Hacchobori C-vision, and TOP 10 are outside of Tokyo, a shift away from popular assumptions.

The result of the analysis of screens that attract home appliance lovers from about 110 outdoor screens nationwide includes Nagoya_NAGY in Aichi Prefecture, Osaka_ADVISION in Osaka Prefecture, and Hiroshima_Hacchobori C-vision in Hiroshima Prefecture in 1st, 2nd, and 3rd places, respectively. Although Akihabara and Yurakucho are often associated with home electronics in Tokyo, many of the top ten in this ranking were in the Shinjuku and Shinbashi areas of Tokyo. This is the first time that Tokyo has been outside the TOP 3 ranking.



<Survey overview>

Target area: Nationwide

Target Audience: Those who have used d-payment or d-points at participating electronics retailers in the past month

Survey methodology: d-payment and d-point users

Target screens: LIVE BOARD outdoor screens located at approximately 110 locations across the country (Research conducted by docomo data square™)

Target data period: April 2023

※Provided by NTT DOCOMO

Referenced Press Releases:

- April 13th 2023 [No mask! Let's get in touch with nature to breathe fresh air to the fullest. Which vision attracts "outdoor lovers"?](#)
- March 14th, 2023 [Let's prepare for changing health conditions due to the spring season! Where are the screens where people with a high "drugstore visit rate" congregate?](#)
- February 21st, 2023 [The cherry blossom viewing party season is upon us! Where are the "Happy Drinkers"? TOP 30 LIVE BOARD outdoor screens in Japan](#)

- October 27th, 2022 ["Where Are the Frequent Visitors of Department Stores? LIVE BOARD Announces the TOP 30 LIVE BOARD Outdoor Screens"](#)
- September 13th, 2022 ["Where Are the Fashion and Cosmetics Enthusiasts? LIVE BOARD Announces the TOP 30 LIVE BOARD Outdoor Screens"](#)
- August 25th, 2022 ["Where Are the Gamers? LIVE BOARD Announces the TOP 30 LIVE BOARD Outdoor Screens"](#)
- July 21st, 2022 ["Where Are the Football Fans? LIVE BOARD Announces the TOP 30 LIVE BOARD Outdoor Screens"](#)
- January 28th, 2022 ["Where Are the Travel Enthusiasts? LIVE BOARD Announces the TOP 30 LIVE BOARD Outdoor Screens"](#)
- May 26th, 2022 ["LIVE BOARD Launches a "Screen Ranking List" Using Data From the "Audience Intelligence Engine" That Analyzes Visitors to LIVE BOARD Outdoor Screens"](#)

◆LIVE BOARD screens across the country

LIVE BOARD currently has more than 26,000 screens, and is continuing to expand its network every day, not only by installing their own new screens, but also by aggregating screens from partners across the country.

URL: <https://liveboard.co.jp/en/screen>

◆About LIVE BOARD, INC.

An operator of a digital OOH ad network that achieves data-driven targeting and effectiveness verification.

LIVE BOARD is the first company in Japan to achieve impression-based advertisement delivery in OOH. We deploy advertisement delivery and billing systems in accordance with actual conditions that are based on the estimated number of viewers "at that time, in that place, and for that specific ad," even during the COVID-19 pandemic, when people's movement patterns are prone to change. In addition, by combining big data from Japan's largest carriers with our own network, which includes a wide range of digital OOH across Japan, including outdoor, indoor, train, and station OOH ads, we have been able to deliver personalized ads, such as targeting by gender and age, that was not possible with traditional OOH.

Company Name : LIVE BOARD, INC

Business Details : DOOH Advertising Distribution Platform Management, DOOH Advertising Media

Development, DOOH Advertising Space Sales

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